

# DAE HWAN KIM

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## EDUCATION

### BOSTON COLLEGE, Morrissey College of Arts & Sciences

Chestnut Hill, MA

*Bachelor of Communications (Cum Laude), Cumulative GPA: 3.7/4.0*

May. 2021

- **Relevant Coursework:** Calculus I, Statistics (Boston College); Calculus II (University of North Dakota); Linear Algebra (Korea University)
- **Marketing Club Member:** Actively engaged in analyzing business models, investment strategies, and product offerings of leading New York companies. Facilitated and participated in marketing strategy lectures with industry professionals, gaining insights into diverse marketing tactics and real-world business applications.

## TECHNICAL CAPABILITIES

- **Programming:** Python, R
- **Database:** SQL, MySQL, PostgreSQL
- **Visualization:** Power BI, Google Data Studio
- **Version Control / CRM:** Git, Github, HubSpot

## EXPERIENCES

### MIDAS INFORMATION TECHNOLOGY Construction IT Software Company

Pangyo, Korea

*Project Manager, Sales & Marketing*

Apr. 2022 - Present

#### **MIDAS EduConnect Expansion: Python & SQL-Based Market Segmentation and Engagement Strategy**

- Utilized SQL for comprehensive data management, which enabled the successful promotion of MIDAS Structural Engineering Software to more than 80 universities across the US, UK, and Canada, surpassing the target by 200%.
- Orchestrated personalized engagement strategies for over 300 professors across multiple channels including web and in-person meetings, phone calls, and emails, leveraging SQL-driven insights to tailor communications effectively and enhance market penetration.
- Leveraged Python to analyze educational content needs from universities and career assistance demands from undergraduates, resulting in the creation of an educational website featuring 30 tutorial videos and advanced software, as well as a career center specifically designed for undergraduates.

#### **CRM Optimization with HubSpot & Power BI: Strategic Analytics for Enhanced Customer Engagement**

- Standardized the Customer Relationship Management (CRM) tool, Hubspot, to manage and utilize customer data by collaborating with overseas business teams to establish marketing strategies. This initiative led to a 30% increase in free trial registrations for the products 'Civil' and 'GTS NX' compared to the previous quarter.
- Drove 10% above increased the number of blog views, web page visitors, and free trial downloads in 3 months by adopting the new CRM tools such as HubSpot's Dashboard and Power BI to integrate the MQL criteria, understanding the marketing performance indexes, identifying the analysis of web traffic, inflow of customers according to blog content topic and customer journeys.

### BOWLOW Web Magazine Highlighting Sports and Subcultures

Seoul, Korea

*Co-founder, CEO*

Apr. 2021 – Jan. 2022

- Boosted website and social media traffic by 40% through the creation of dynamic graphics and engaging content, resulting in the production of over 30 digital pieces within 6 months and escalating YouTube viewership from 100 to over 70,000 views.
- Attained the YouTube channel's secondary milestone of 10,000 views by crafting camping-related content informed by market research. Garnered an additional 4,000 views by pinpointing content appeals like trendy background music—selected after analyzing Spotify's hottest tracks—and optimizing Instagram post timings to peak user engagement periods.
- Directed the casting of influencers pivotal to Korean culture, developing content focused on experiential activities such as parkour and sprint. Produced cinematic videos underpinned by well-defined interview objectives and channel differentiation, achieving an 80% positive response rate from participants.

## DATA ANALYSIS PROJECT

### **Predicting Bank Customer Churn and Strategy Formulation Using ML in Python**

Nov. 2023

- Conducted in-depth Exploratory Data Analysis (EDA) using Python to clean, preprocess, and evaluate bank customers datasets, ensuring accurate modeling and analysis by identifying and addressing data anomalies.
- Employed logistic regression and multiple machine learning models in Python to analyze bank customer churn, revealing that customers with high transaction frequency but low savings balances were 70% more likely to churn, guiding targeted retention strategies.
- Proposed a multi-channel engagement strategy to reduce churn, involving personalized email campaigns and a revamped customer service protocol.